

# METHOD AND SYSTEM FOR PROVIDING WEB LINKS

## Abstract of the Disclosure

A system and method for providing web links based on the content of text to thereby create a web site with appropriate web links (hot links) imbedded in the web site. An application  
5 program reviews the text of the web site, preferably during the process of creating HTML code and determines and displays possible hot links which can be embedded into the application for an individual such as the web site creator to determine whether or not to include a hot link as suggested by the application. Several different hot links may be determined which are appropriate and one or more may be inserted into the application. Links are created based on  
10 capitalization, a corporation-indicating word and/or trademark or trade name indication, either alone or based on historical information of past web site links or text for which no web site was used.